

Atty Docket No.: GBTV 1001-1

**CERTIFICATE OF ELECTRONIC FILING UNDER 37 CFR 1.8**

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/Nicole Pannoni/  
Nicole Pannoni

W/RCE  
10/8/09  
JW

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: David Baran et al.

Application No.: 10/796,909

Confirmation No.: 1626

Filed: 10 March 2004

Title: SYSTEM AND METHOD FOR  
INDIVIDUALIZING TV PROGRAMMING  
CHOICES

Group Art Unit: 2427

Examiner: Mark P. Stanley

CUSTOMER NO.: 22470

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION MAILED 10 JULY 2009**

Sir:

In response to the Final Office Action mailed 10 July 2009, Applicants request entry of the following amendments and consideration of the following remarks.

**The Claims** and their current status are reflected beginning on page 2.

**Remarks** begin on page 5.